APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/862,814	05/21/2001	John C. Seibel	068082.0114	1151

31625   7590   07/22/2004

BAKER BOTTS L.L.P.
PATENT DEPARTMENT
98 SAN JACINTO BLVD., SUITE 1500
AUSTIN, TX 78701-4039

EXAMINER
LU, KUEN S

ART UNIT	PAPER NUMBER
2177	

DATE MAILED: 07/22/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

	Application No.	Applicant(s)	
Office Action Summary	09/862,814	SEIBEL ET AL.	
	Examiner	Art Unit	
	Kuen S Lu	2177	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE <u>3</u> MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.
- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
  Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on <u>28 June 2004</u>.

2a)☐ This action is **FINAL**.   2b)☐ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) <u>1-4,6-13 and 15-26</u> is/are pending in the application.

    4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) <u>1-4,6-13 and 15-26</u> is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

    Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

    a)☐ All b)☐ Some * c)☐ None of:

      1.☐ Certified copies of the priority documents have been received.

      2.☐ Certified copies of the priority documents have been received in Application No. _____.

      3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

    * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)

2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3) ☒ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
    Paper No(s)/Mail Date <u>7/12-19-03</u>.

4) ☐ Interview Summary (PTO-413)
    Paper No(s)/Mail Date. _____ .

5) ☐ Notice of Informal Patent Application (PTO-152)

6) ☒ Other: <u>IDS 13/6-28-04, 11/4-26-04</u>.

Supplemental – Non-Final

DETAILED ACTION

Claim Rejections - 35 USC § 103

1. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all
obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth
in section 102 of this title, if the differences between the subject matter sought to be patented and the
prior art are such that the subject matter as a whole would have been obvious at the time the invention
was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability
shall not be negatived by the manner in which the invention was made.

2. Claims 1-4, 6-9, 10-13, 15-18, 22 and 26 are rejected under 35 U.S.C. 103(a) as
being unpatentable over Brandt et al. (U.S. Patent 6,714,979, hereafter "Brandt") in view
of Virdy (U.S. Patent 6,148,289), and further in view of Virdy (U.S. Patent 6,148,289).

As per claims 1 and 10, Brandt teaches the following:

"A prospects harvesting system" at Fig. 11 and col. 20, lines 53-54 where a harvesting
process is provided, "maintained by an application service provider" at Fig. 1 and col. 2,
lines 52-57 where the main frame system is the services provider, "for providing contact
data for prospective customers of a product or service provided by a product/service
provider" at the Abstract where an infrastructure is implemented to extract customer
records;

"a harvester process for searching the web archive database for primary contact data
for at least one prospective contacts of the product/service provider" at Fig. 11, col. 20,
lines 53-54 and col. 27, lines 26-27 where a harvesting process is provided for
searching database for user pick lists and user reporting entitlements, and at Fig. 1 and
col. 2, lines 52-57 where the main frame system is the services provider; and

"a staging database for storing, the primary and ancillary contact data" at col. 21, lines 64-67 where the database StarODS for fact tables is the staging database.

Brandt does not specifically teach "a web crawler process operable to receive parameter data to locate participant-based text sources selected from the group of: newsgroups, discussion forums, mailing lists, and web sites", although Brandt teaches harvesting process as previously described.

However, Sanu teaches Web crawler retrieving documents from Web site at col. 1, lines 52-53 and further teaches providing Web crawler with a way to obtain information from a source other than the web document itself at col. 2, lines 10-14.

It would have been obvious to one having ordinary skill in the art at the time of the applicant's invention was made to combine Sanu's teaching with Brandt' by implementing a Web crawler process in the Brandt's system because Brandt's system uses extract process to extract data instead of crawling the Web sites to extract information for feeding the harvesting process. The combined reference would have provided an easy mechanism to enable Brandt's system for obtaining related data from a multiple sources and combining the data.

Sanu further teaches "a web archive database for storing text sources retrieved by the crawler" at col. 5, lines 63-65 where Web crawler maintains a database for storing primary and secondary addresses.

Sanu further teaches "a reverse lookup process for receiving contact data from the harvester process and for performing a reverse lookup from the contact data" at col. 5, line 63 through col. 6, line 6 where reverse lookup process is the process utilizing an

address map database to implement web document address with primary prefix and
use a secondary prefix to create secondary address for which the web crawler uses (the
secondary address) to retrieve information pertaining to a document; and

"wherein the reverse lookup is performed by using the primary contact data in a search
query to obtain ancillary contact data about the same prospective contact" at col. 5, line
63 through col. 6, line 6 where reverse lookup process is the process utilizing an
address map database to implement web document address with primary prefix and
use a secondary prefix to create secondary address for which the web crawler uses (the
secondary address) to retrieve information pertaining to a document.

The combined Sanu-Brandt references does not specifically teach "wherein the
reverse lookup is performed by accessing data sources other than the text
file containing the primary contact data", although the combined reference teaches
reverse lookup process is the process utilizing an address map database to implement
web document address with primary prefix and use a secondary prefix to create
secondary address for which the web crawler uses (the secondary address) to retrieve
information pertaining to a document as previously described.

However, Virdy teaches reverse lookup process by searching IP address initially from
an URL database for domain data and further obtaining IPs from an ISP database
instead of the URL database at Fig. 2 and col. 4, lines 6-12.

It would have been obvious to one having ordinary skill in the art at the time of the
applicant's invention was made to combine Virdy's reference with Sanu and Brandt's
reference by separating the primary and secondary databases used for reverse lookup

process because by doing so Web crawler would have been able to obtain information pertaining to a Web document from a source other than the Web document itself, and further the combined reference would have provided a mechanism for Brandt's system to obtain an increased amount of information.

Virdy further teaches "a web server for providing access to the staging database via a web browser" at col. 3, lines 16-25 where Web server is provided for user to access through URLs.

As per claims 2 and 11, Brandt teaches "a value-add process that links the prospective contacts to related business information" at Fig. 11, element 600 and col. 18, lines 7-19 where the harvest process is the process to lookup information from various sources for building the fact tables and readying the data to be loaded into data mart for user access and analysis.

As per claims 3 and 12, Brandt does not specifically teaches "the value-add process operates on line by accessing the Internet", although Brand teaches the operation of the process as described in claims 2 and 11 rejection.

However, Sanu teaches crawler process for accessing internet to obtain documents and internet addresses as described in the Abstract.

It would have been obvious to one having ordinary skill in the art at the time of the applicant's invention was made to combine Sanu's reference with Brandt's reference by including internet crawling as an extension to Brandt's harvesting process because by doing so the Brand's system would have been able to acquire on-line data in addition to the data obtaining from databases off-lined such that the combined reference would

have provided an easy mechanism to enable Brandt's system for obtaining related data from a multiple sources and combining the data.

As per claims 4 and 13, Brandt teaches "the value-add process operates off line" at at Fig. 11, element 600 and col. 18, lines 7-19 where the harvest process is the process to lookup information from various sources from databases off-lined.

As per claims 6 and 15, Virdy further teaches "the reverse lookup is performed offline" at col. 3, line 66 through col. 4, line 12 where the reverse lookup process accesses ISP database.

As per claims 7,16, 22 and 26, Virdy does not specifically teach "the reverse lookup is performed online by accessing the Internet" or "the reverse lookup accesses at least one website", although Virdy teaches performing reverse lookup process off-line by accessing ISP database as described in claims 6 and 15 rejection.

However, Virdy teaches accessing internet to obtain URL information from web sites for building up the new URL database.

It would have been obvious to one having ordinary skill in the art at the time of the applicant's invention was made to combine Virdy's teachings on accessing internet and database simultaneously because the combination would have provided the reverse lookup process a mechanism of obtaining data from a broader and mutually independent sources.

As per claims 8 and 17, Sanu further teaches "an indexer process that indexes documents retrieved by the crawler process for access by the harvester process" at the Abstract where data retrieved by the web crawler processes is indexes.

As per claims 9 and 18, Brandt teaches "a mailer process for scripting correspondence to the prospective customers" at col. 7, lines 46-55 where a traditional e-mail is utilized for communicating user/customer.

3. Claims 19-21 and 23-25 are rejected under 35 U.S.C. 103(a) as being unpatentable over Brandt et al. (U.S. Patent 6,714,979, hereafter "Brandt") in view of Virdy (U.S. Patent 6,148,289) and Virdy (U.S. Patent 6,148,289), as applied to claims 1-4, 6-9, 10-13, 15-18, 22 and 26, and further in view of Berlin et al. (U.S. Patent 6,460,069, hereafter "Berlin").

As per claims 19 and 23, the combined Virdy-Sanu-Brandt reference does not specifically teach"the primary contact data is an email address and the reverse lookup is for ancillary contact data associated with that email address", although Virdy teaches reverse lookup process at col. 3, line 66 through col. 4, line 11 and Brandt teaches using e-mail for communicating user/customer at col. 7, lines 46-55 as previously described for claims (1,10) and (9,18) rejections, respectively.

However, Berlin teaches primary and secondary name, address and e-mail information for customer, contact and company at cols. 10-13, Table 3.

It would have been obvious to one having ordinary skill in the art at the time of the applicant's invention was made to combine Berlin's teaching with the combined Virdy-Sanu-Brandt reference by further including some detailed customer and contact information in the archived and staging database because all references are devoted to information search and retrieval. The further combination of references would have

enabled Brandt's system a more customer service oriented system for performing more efficiently on customer data receiving and retrieving.

As per claims 20 and 24, Berlin further teaches "the primary contact data is a name of a prospective customer and the reverse lookup is for ancillary contact data associated with that name" at cols. 10-13, Table 3 by including primary and secondary name, address and e-mail information for customer, contact and company in the central database.

As per claims 21 and 25, Berlin further teaches "the ancillary contact data is at least one item of data from the following group: email address, web site address, or name" at cols. 10-13, Table 3 by including primary and secondary name, address and e-mail information for customer, contact and company in the central database.

Response to the Arguments

4.   Applicant's arguments with respect to claims *1-4,6-13,and 15-26* have been considered but are moot in view of the new ground(s) of rejection.

5. The prior art made of record

    A. U.S. Patent No. 6,714,979

    B. U.S. Patent No. 6,145,003

    C. U.S. Patent No. 6,148,289

    D. U.S. Patent No. 6,460,069

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

    E. U.S. Patent No. 6,401,118

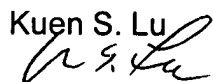F. U.S. Patent No. 6,105,055

G. U.S. Patent No. 6,262,987

H. U.S. Publication 2002/0038299

The prior art made of record, listed on form PTO-892, and not relied upon, if any, is considered pertinent to applicant's disclosure.
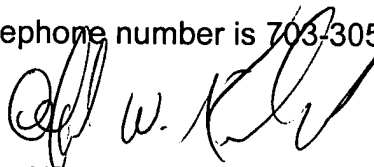
If a reference indicated as being mailed on PTO-FORM 892 has not been enclosed in this action, please contact Lisa Craney whose telephone number is (703) 305-9601 for faster service.

6. Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Kuen S Lu whose telephone number is 703-305-4894. The examiner can normally be reached on 8 AM to 5 PM, Monday through Friday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Breene can be reached on 703-305-9790. The fax phone number for the organization where this application or proceeding is assigned is (703) 872-9306.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is 703-305-3900.

Kuen S. Lu

Patent Examiner

July 17, 2004

Alford W. Kindred

Primary Examiner

July 17, 2004